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## **ABSTRACT**

The invention comprises a method and apparatus for inserting advertisement and/or other information into an audio-video presentation during the presentation of non-active imagery. More specifically, in a case of a user interrupting the standard presentation of a content stream via, for example, pressing a pause or stop button on a remote control device, the size of an image region presently displaying the interrupted content stream is reduced, and advertisement and/or other information is inserted into at least portions of the image region formerly occupied by the interrupted content imagery or overlayed onto the interrupted content imagery.